Go-To-Market Strategy

Pre Launch

Objective : Build awareness and credibility through content sharing.

KPI : 10 college and 10 company pre registrations, 5 influencer partners   **Timeline :** 3 Months

Channels	Activity	Resources
Social media campaigns, Email Teasing	Post about the platform on Linkedin (where most of the people looking for intern, projects are active), instagram, youtube etc	Content team, graphic designers, email marketing tools
Campus Partnerships	Collaborate with universities to promote on-campus	University ambassadors
Online Communities (Reddit, Qoura, Discord)	Engage in conversations, answer queries about Trumio	Community managers, moderators
Student or educational Influencers	Engage influencers for endorsements	influencer marketing tools
Early Access Beta Program	Launch closed beta testing for selected students and clubs	Product team, beta testers

Launch

Objective : Drive product adoption by announcing via organic and amplifying via paid channels.

KPI : 100 college partnerships and 100 company partnerships

Timeline : 1 Month

Channels	Activity	Resources
Organic channels	Announce via organic channels: Linkedin, Instagram, Youtube, Facebook, Blogs etc.	Marketing team, graphic designers
Paid channels	Amplify via search ads on google, youtube, linkedin, qoura, reddit etc.	Marketing team
Student Clubs, University Websites, Alumni Networks	Collaborate with student clubs to showcase projects, leverage alumni networks for testimonials.	PR team, campus ambassadors, alumni coordinators
Dedicated Landing Pages, App Stores (iOS, Android), SEO optimization	Encourage sign-ups, download incentives, create user-friendly landing pages	Web dev team, SEO experts, app store team
Email Marketing, Push Notifications, In-App Messages	Provide regular updates, promote new features	CRM tools, marketing automation platforms

Post Launch

Objective : Optimize and scale to drive further product adoption

KPI : 1000 college partnerships and 1000 company partnerships

Timeline : 3 months

Channels	Activity	Resources
Organic	Scale up on 1-2 performing channels: blogs, you tube. Test 1-2 new channels : Tiktok, Instagram, FB.	In-house, Fiverr, branding organization
Paid	Scale up on 1-2 performing paid channels: search ads, YT ads. Test more brand influencers to drive growth.	In-house, Fiverr, branding organization
All	Conduct user reviews, user interviews, track metrics , conduct RCAs if metrics are down, introduce new features or modify existing ones to continuously improve product.	In-house

Revenue Model

Major revenue channels

Major cost channels

- Website Development: Design & Build
- Hosting Fees: Monthly/Annual
- Domain Registration: Yearly Renewal
- Maintenance Costs: Updates & Security
- Marketing Expenses: Advertising & Promotions
- Content Creation: Blogs & Media
- E-commerce Setup: Payment Processing
- Customer Support: Tools & Staffing

Commission fee on every project

For example, Zomato finishes a project of Rs.50000 on our platform. Trumio will take this as an advanced payment and keep a cut of 10%, this will also cover costs of giving APIs, testing tools and AI tools.

Trumio subscription (freemium model)

Some features can only be used when a subscription fee is paid like recommended questions, AI PM. For pricing, we can go with competitive pricing strategy (LinkedIn).

In-app ads and sponsored ads

Partner with clients who want to target college students or employees and convince them to advertise on Trumio, charging a ad-fee. Some companies to pay sponsor ad-fee to give their project more visibility.